



Your Safety • Your Mobility
Your Economic Opportunity

itd.idaho.gov



News Release

11/14/2022

Ellen Mattila
ITD Communication
208-832-8776
ellen.mattila@itd.idaho.gov

Joint Media Advisory: Winter Driving Kickoff News Conference

MERIDIAN, Idaho - With winter and the holiday travel season arriving, law enforcement and public safety agencies from around Idaho are joining forces to launch a **Winter Driving Extravaganza** campaign. This safety campaign aims to inform Idahoans of increased seat belt patrols, impaired driving emphasis patrols and provide public education on winter driving and snowplow safety.

"It is important for all of us to work together and make a real difference in our communities," says Idaho State Police Director Kedrick Wills. "We want people to know how to safely drive during winter conditions, wear their seat belts, and always choose to drive sober. One life lost is one too many. This winter, our goal is for Idahoans to arrive safely at their destination."

Media is invited to the Winter Driving Extravaganza kick-off news conference:

Date: November 17, 2022

Time: 2:00 p.m.

Location: ITD HQ

11331 W. Chinden Blvd

Boise, ID 83714

The news conference will include law enforcement, public safety, and civilian speakers addressing safe winter driving and coming emphasis patrols. After the event, uniformed officers and ITD subject matter experts will be available for interviews. ITD snowplows and marked patrol vehicles will be available for b-roll.

Nearly 50 law enforcement and safety agencies will participate in the Winter Driving Extravaganza to keep our roadways safe. Funding for extra patrols and overtime work focused on seat belt violations and impaired driving enforcement will be provided by a grant through OHS and NHTSA. The enforcement campaign will run from November 17, 2022, through January 1, 2023.

